



# PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 885-5000

March 28, 1996

Mr. Barry Newcomb  
CATALYST MARKETING INC.  
1104 Camino Del Mar  
Suite 107  
Del Mar, CA 92014

Dear Mr. Newcomb:

Thank you for your recent proposal regarding the "Memorial Day Music Celebration" which was forwarded to me for sponsorship consideration.

As you might expect, Philip Morris USA has a very active promotional program that fits precise criteria developed to achieve our marketing goals.

We have reviewed your proposal carefully and have determined that it does not fit into our promotional plans at this time.

We appreciate your taking the time to submit a proposal to us, and please feel free to contact us again as future opportunities may arise.

Thank you for your interest in Philip Morris USA, and please accept our best wishes for continued success.

Regards,

  
JOSE FONTANEZ  
Manager  
Community Event Marketing

JF:sa

2041893854

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS PLAYERS SARATOGA CAMBRIDGE ALPINE MULTIFILTER